Marketing Objectives of I.Pad

Sapporo Project: Masterplan (proposed)

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THE DEFINITION OF SUCCESS

Widespread use
Glory of Sapporo
Glory of our work
Good software for everyone
True usability of computers for everyone
But WIDESPREAD USE is the main thing
FAME
GLORY
GOOD DEEDS
STANDARDIZATION
(Xanadu publishing)

WHAT'S GOING TO BE SPECIAL ABOUT IT

Unique capabilities
NEW CONCEPTUAL CLARITY
TRANSCLUSION
Ease of use and learning
Anything can be filed in many places
Make e-mail and the Internet available casually to everyone
Make Xanalogical publishing available
Publishing client with royalty
EVERYBODY CAN AUGMENT AND EXTEND
3d-PARTY DEVELOPERS CAN AUGMENT AND EXTEND
TRANSCLUSION CONCEPT THROUGHOUT
All data levels
At the Padware level?

High performance AND extensibility!

MARKETING PLAN

SP

SEAMLESS INTEGRATION

UNIFIED DESIGN

SEP 2 0 1994

SP

NM

HYPERTAPE!

audio (maybe not)

video, onionskin

16:21 SEP 2 0 1994

SP?

SPAMALYZER

A UTILITY FOR ANALYZING YOUR NETWORK

SEP 2 0 1994

SP

HYPERCOMEDY STANDARDIZATION

SEP 2 1 1994

SP

AUDIOTEXT HYPERTAPE

SEP 2 0 1994

Audiotext

Distributed Equal Storage

New Macintosh audio capabilities

SP

SMART TOOLS & OBJECTS

SEP 2 0 1994 1994

SP

SP

(FOR FILM TRANSP)

Even though Intelligent Pad is freeware,
it still needs marketing

Marketing:
not just how to sell an existing product
how to slant a product for the possible market

Who the market is NOT
Software hotshots
Offices
they have their own ways, own power structure

WHO IS THE MARKET?
kids
beginners
scholars
media freaks

THE BIG 1995 PACKAGE
NAME: WHY THE PACKAGE NEEDS A HOT TITLE
Needs to be widely referred to without explanation
Very Successful names:
Hypercard
Doom

Suggestions:
Wham
Zowie
Zing
KaPow
Pad-Demonium
Hyperfox
SOFTWORLD????? HYPERWORLD ?
Sapporo Softworld?

DISTRIBUTION OF PACKAGE ON CD-ROM.
Very successful with DOOM, even though it's free

WHAT OUR BROWSER CAN BE THAT MOSAIC IS NOT
EXTENSIBLE
CUSTOMIZABLE FILING
CUSTOMIZABLE INTERFACE
CUSTOMIZABLE CONTROLS

SP

FUNCTIONALITY

SEP 2 0 1994

SP

GUIDES TO MYST SPACESHIP NAVTECH

SEP 1 9 1994

SP

Applets for text postscript

SEP 2 0 1994

SP
NM

*UNIFICER

SEP 2 0 1994

SP
NM

VIDIOT

VIDEOTRON

SEP 2 1 1994

SP

Database converter

SEP 2 0 1994

SP

UNIVERSAL EMAIL READER

(customize to J. Bond, Compuserve, etc.?)

SEP 2 1 1994

Nakamura

SHITCOM

SEP 2 0 1994

SP

Postscript Drawing Tool

SEP 2 1 1994

CUSTOMIZABLE VIEWS

STYLE OF THE BROWSER
- UNIQUELY DIFFERENT INTERFACE
- ZOOMING AND SCROLLING GRAPHICS

MICROPAYMENT SYSTEM
- Nelson's new "hypercoins"

KINDS OF EXTENSIBILITY
- New pad levels
- New code in TCL
- New code in C
- New transclusive data structures
- New Xanadu-like publication
- Extensible link types

KINDS OF COMPATIBILITY
- Network compatibilty
- WWW compatibility
  - HTML
  - Fax
  - JPEG
  - MPEG
  - QuickTime
- Xanadu compatibility
  - Layered markup
  - Links
  - Transclusions
  - DIFFERENT XANADU LEVELS
    - 1965 chunk zips & transclusions
      - 1967 stream zips, links & transclusions
  - TWINKLEPLEX LAYERED RESOLUTIONS

AN INTERIM PACKAGE?
- Get interested people started
- Keep them in our camp

THE 1996 OBJECTIVE (Version 3?)
- For HOT 3D HARDWARE
- For High-Definition TV (Grand Alliance Standard)

M' Mgt Director gen. members

PERF. VALUE

Archived SP

TELEPHONE INTERCHANGE FORMAT for PASSIVE DATA

SEP 2 1 1994

SP

CONSTRAINT & ENVELOPE PACKAGES

SEP 2 1 1994

SP

Explore Interrupters to ~~interrupt~~ without ~~effort~~ how to play it yes!

SEP 2 1 1994

Julia data – SP integration (work-wide)

SEP 2 1 1994

SP

PROTECTIONS ~~PROTECTION~~

SEP 2 1 1994

SP

Password

Kerning ~~Format~~

is def ja?

(Zehr reply

SEP 2 1 1994

THE HIGH-PERFORMANCE VERSION
- Based on Live Picture
  - We can probably get HSC to be sponsors, get it free to work with
  - BUG or other company could develop it commercially
- "SEIZE THE HIGH GROUND"
  - make it clear that NOBODY'S DESIGNING HOTTER THAN WE
- REQUIRES HUGE MACINTOSH NOW
  - but allows SUPER-PERFORMANCE PREVIEW

WHAT DO WE CALL IT GENERICALLY?
- "Browser" is too narrow
- Software World

PROPOSED INTERFACE CONVENTION
- FUNCTIONS COME OUT TO SLOTS
- Clear separation of function layer and interface layer
  - USERS CAN CUSTOMIZE
  - PROFESSIONALS CAN CUSTOMIZE

CONTENTS OF THE PACKAGE
- PERSONAL TEXT & FILING SYSTEM
  - What call it?
    - Vortext?
    - Hypertyper?
  - Fabulous new tools for text
    - Transclusion viewing
    - zip editing
    - zip-structured documents
  - Email reader/browser/filer
    - EXTENSION KIT FOR READER/BROWSER
  - ZIP APPLETS
    - Planorama?

INTELLIGENT PAD ITSELF
- Basic Pads
- Extended functions

GAME CONSTRUCTION SET FOR NETWORKS
- EXTENSION KIT FOR GAME CONSTRUCTION SET

Digitized by the Internet Archive
in 2025

https://archive.org/details/sapporoprojectma00tedn

VIRTUAL REALITY CONSTRUCTION SET
EXTENSION KIT FOR VR SET

MAKE EVERYTHING FIT TOGETHERF

CANOPENER FOR CD-ROMS
Material in CD-ROMs not ordinarily accessible
People will be able to address, transclude and re-use
(reading from your own CD-ROM)
Some publishers may not like this
Legally, the purchaser owns the unit
may do what he likes with it personally
(provided he doesn't give material away)

CROSS-USAGE PROGRAM for Popular CD-ROMs
Oxford English Dictionary
look up words from other applications
Encarta
Look up articles from other applications

TRANSCLUSION "PONIES" for Popular CD-ROMS
Myst
Explore the graphics without playing the game
Use the graphics in your own contexts
(reading from your own CD-ROM)
Spaceship Warlock
Explore the graphics without playing the game
DOOM
Use some of the routines in your own software

HO d1 ----------

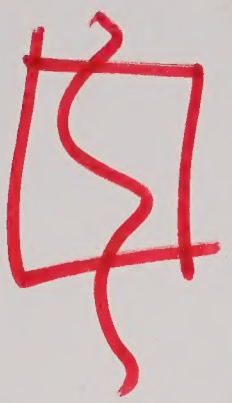
WHAT IS THE BEST WAY TO PROMOTE PADWARE?

HO d ----------

ENDLINE_____ STAY OFF HERE

Brit, Brit.. d2

Brit.Hassle **94.10.26** d1



Dear Mr. XXX:

a possible line of compromise

take it as this particular compilation of materials

if this interpretation could be legally assured.

Theodor Holm Nelson *Founder of Interactive Media* *Founder of Network Publishing*

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Dear Whoever--

We got to Sapporo on Saturday night, megzausted, with twenty large cartons. The airline people were aghast. Marlene let me sleep in the car while she went through all the cartons for what we'd need in the first week. I haven't been able to make up sleep in decades; this time I slept TWENTY-FIVE HOURS in the first thirty-six after we lifted off. Sheesh! (I'd had two hours and less a night for a week.)

Now we're in the Glorious Fall Foliage. Sapporo turns out to be particularly gorgeous in the fall. In some ways a typical Japanese city (same vending machines and ads and architecture) it has wider streets and beautiful tall hills on two sides. Our new 8th-floor office (the Sapporo HyperLab) overlooks the beautiful mountains on two sides (it's a small office building, so we have a whole floor, with windows on three sides). Most beautiful office I've ever seen. (Bad news in the Rest Room department, though. They only have the squat-above-the trough toilets.)

I made my first pun in Japanese yesterday. Their word for foreigner is *gaijin,* with connotations of strangeness and not-quite-niceness. And we are staying at a very nice academic dormitory called Tenjin-yama Guest House, meaning Heaven-God-Mountain. So I asked them to write Gai-jin and Ten-jin, and it turns out that the jin in gaijin, which means man, sounds the same as, but is written differently from, the jin in tenjin, meaning god. So I had 'em write gaijin with the other jin, meaning "foreign god," and it got a lot of laughs. One gets the hang of things bit by bit.

Love from both me and Marlene.

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